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IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in this application.

1. (Previously Presented) A bidirectional promoter comprising:

- a) a Transcription Activation Module comprising a chemically synthesized and strategically designed artificial nucleotide sequence having the sequence shown in SEQ ID NO:1, and designed to enhance the level of expression of genes in plants; and
- b) a Transcription Initiation Module comprising a chemically synthesized and strategically designed artificial nucleotide sequence shown in SEQ ID NO:2, and designed to function as a minimal sequence to initiate transcription of a gene placed downstream; wherein a Transcription Initiation Module is placed on a first side and a second side of the Transcription Activation Module.

2-4 (cancelled)

5. (Previously Presented) A bidirectional promoter as claimed in claim 1 wherein one or more genes of interest are placed downstream of the Transcription Activation Module for the purpose of their expression from one or both sides of the Transcription Activation Module.

6. (cancel)

7. (cancel)

8. (Previously Presented) A transgenic plant developed after stable transformation with the bidirectional promoter claimed in claim 1 for the purpose of improving plant characteristics of interest to agriculture or industry.
9. (Previously Presented) A plant transformation vector comprising a bidirectional promoter as claimed in claim 1 expressing a selection marker from one direction and a reporter gene whose product can be conveniently monitored.
10. (Cancel)
11. (Previously Presented) The vector according to claim 9 wherein the selection marker is selected from the group consisting of *nptII*, *bar*, and *hpt*.
12. (Previously Presented) The vector according to claim 9 wherein the reporter gene is selected from the group consisting of *gusA*, *gfp*, and *luc*.